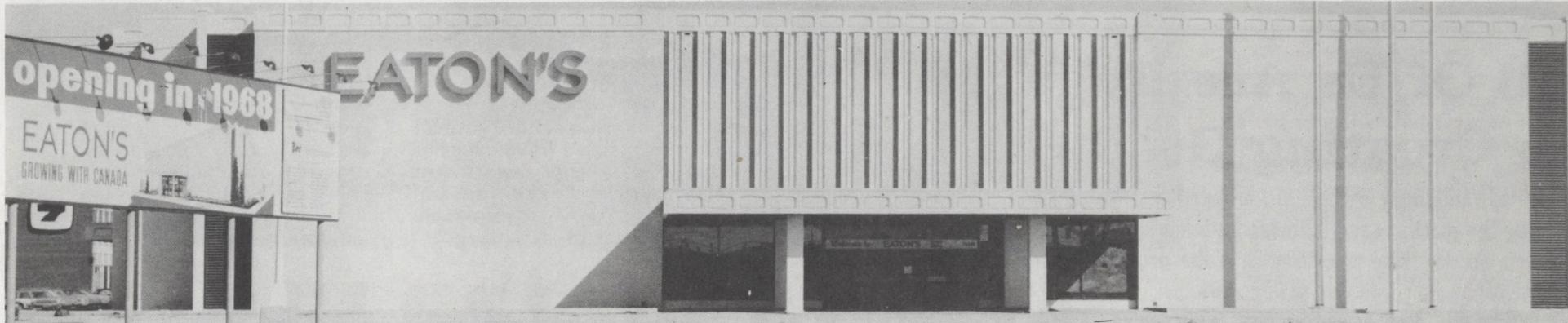


contacts

VOL. 4, NO. 2

• A MONTHLY PUBLICATION FOR EATON STAFF MEMBERS •

APRIL, 1968



POLO PARK OPENS MAY 2

IT'S A GREAT DAY FOR EATON'S

The President and Mrs. John David Eaton will attend the opening ceremony of the new Polo Park Store in Winnipeg on Thursday, May 2, at 9:30 a.m. Mrs. John David Eaton will officially declare the store open by cutting a ribbon at the main entrance of the store which faces the shopping centre's mall. Also in attendance on this historic occasion will be civic and municipal officials.

The opening ceremony is the culmination of four years of planning and construction, at a cost of \$8 million. Polo Park is the largest store in the largest shopping centre in Western Canada. It's second only in size to Eaton's Yorkdale store in Toronto.

For the past month, the tempo inside the new store has quickened. After April 1st, tons of merchandise began pouring in through the store's receiving dock on the east side of the new shopping showplace.

Merchandise displays on the three sales levels, representing 190,000 square feet, are now rapidly nearing completion.

"Staff are to be commended for the extra effort they've put into getting the job done on time," says Polo Park Store Manager B. B. Westcott. The 'esprit de corps' in the store has been remarkable he said. "Everyone pitched in and helped with a hundred-and-one different job situations ranging from housekeeping to moving fixtures," the Store Manager said. "We've had tremendous co-operation from other departments as well," he added.

An exciting new experience in shopping awaits visitors to the new store. Its various depart-

ments make available to shoppers an especially pleasurable experience. The merchandise is laid out in a pattern of shoppers' thinking on all three levels — an area almost twice the size of

the Winnipeg Blue Bombers' football field.

This modern new concept in department store planning is another first in Western Canada.

Visitors may enter through one

of four entrances — the west entrance, on St. James, the north and east entrances, or the main entrance through the mall.

The main entrance has 10-foot tall, glass doors which provide a spacious entry, 84 feet wide. It is reached through the Garden Court, an exotic garden filled with tropical shrubs. Soft music and comfortable benches will create an inviting atmosphere in which to relax and meet friends.

The Garden Court is just a prelude for what's to come. Inside the air-conditioned store is a wonderful world of colour, expansive aisles and high ceilings. Forty chandeliers add elegance to the soft, indirect lighting of over 15,000 fluorescent lamps throughout the store. Gleaming tiles, 112,000 of them, and 5,000 square yards of lush carpeting provide colour and texture contrasts.

A spacious elevator with glass walls, known as an "Escalaire", whisks shoppers to all levels. Attractively arranged boutiques for juniors, misses and women, on the mall level include the "Town House," "Colony Sportswear," "Young Winnipeg," the "Like Young" shop, and the Fur salon. Young men's and men's clothing are presented with a similar flair on the mall level.

In keeping with the "total shopper" concept is the Adult Leisure area. It is made up of the Pro shop, the Rod and Gun shop, plus related sections like sports equipment, outdoor wear, and hobby needs.

By "Escalaire" or elevator to the lower level, visitors will find interest for the family — with emphasis on the very young.

Continued Page 3



TOPICAL TRIO: The new film "Bonnie and Clyde" spawned a fashion revolution in its wake. Eaton's captured the turbulent mood of the thirties in a recent show in Winnipeg (see page 4). Shown here are: Sylvelyn Wreglesworth, left, Tom Townsend, Polo Park section supervisor and Madeline Stashko.

contacts

Volume 4, Number 2

April, 1968

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

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Ruby Fraser	Winnipeg Service Building
Lillian Galvin	Regina
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All Of Us Are Engaged In Creating Goodwill

All of us, knowingly or not, are engaged in creating goodwill in our everyday affairs. The reactions and attitudes we bring to our daily tasks, and to our human contacts are far more significant than the necessary chores we have to do each day in connection with our selling work.

Every day, each one of us deals with people. That is our relations with the public. In our business, when the telephone operator is pleasant and helpful, that is public relations. When thousands of people read in the newspaper of the activities of a corporation, that is public relations. Everyone of us seek to identify our own particular company with what an individual calls good manners and good morals. The simple concept is this — it is good manners to win friends. Being a good business citizen is, not in itself, enough. We must also do a systematic job of telling the public about it. If I were to select a phrase to put it effectively, I think I would use the scriptural phrase: "Let your light so shine before men that they may see your good works." The way to good public relations is simply summed up thus — do good — tell other people about it.

(This is an extract from a talk given by Tom Miller, Community Relations Officer, on Public Relations at the University of Winnipeg.)

"Aquaplaning" Is Dangerous On Wet Roads

The word "aquaplaning" means riding on water and it can be fun if you're on water skis behind a powerful motor-boat. But it's no fun at all, says the Canadian Highway Safety Council, if you do it in a car on a wet road with smooth tires.

As the vehicle moves along on a wet surface, the water seeks to force its way under the tires. A smooth tire allows this to happen; so much that eventually the tire is riding on

water, completely removed from the road surface and unable to provide any control to the vehicle.

A tire with a good tread doesn't allow this to happen as easily because the tread design drains off the water pushing it under the tire.

Check the treads on your tires and replace tires that are badly worn. Save your aquaplaning for summer — on lakes — on skis.



Winnipeg Staff Contribute \$117,000 To Charity Drives

Winnipeg staff gave \$117,000 to needy organizations through the Eaton Employees' Charitable fund.

A major portion of the contributions, a total of \$85,000 went to the United Way. Other agen-

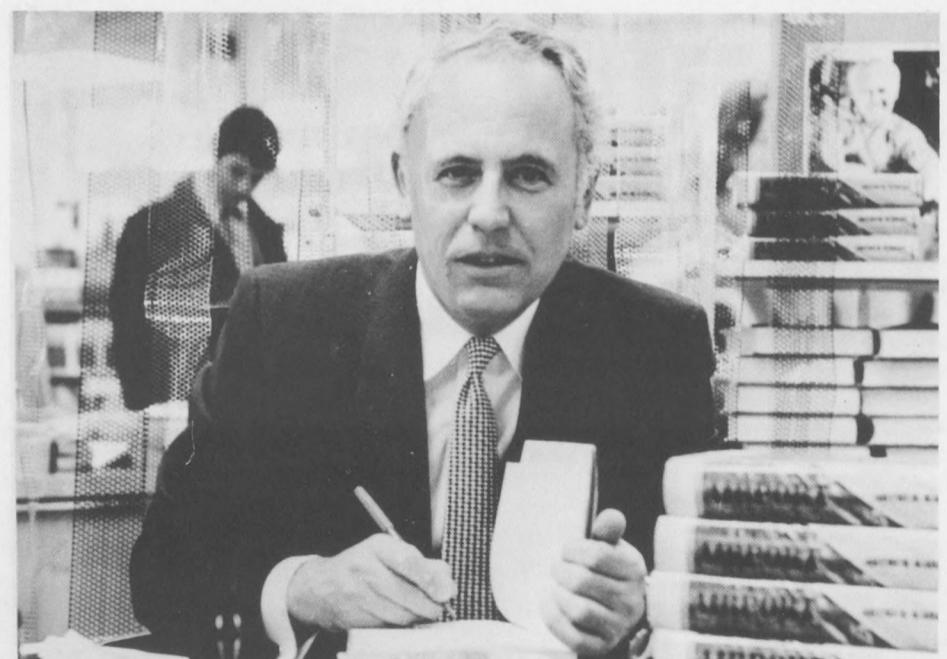
cies receiving substantial support were Salvation Army, \$3,000; Canadian Cancer Society, \$5,500; Veterans, Old Age Pensioners, \$7,300.

In addition to these groups, assistance went to other organizations working in the fields of health, research, and social service: Muscular Dystrophy Association, Salvation Army Fresh Air Camp, YMCA Development, and others.

"There's no doubt every one of the agencies supported by the EECF would welcome an opportunity to express their appreciation for the staff's support," says Peter Dyck, Sales Manager, Stationery, chairman of the EECF. "On behalf of the Eaton fund, I assure you that your generosity is greatly appreciated."



The EECF's new executives are: John McKinley, Quality Control, vice-president, left; Tom Miller, Community Relations Officer, ex-officio; Hanna Edward, Staff Relations, recording secretary; Peter Dyck, Sales Manager, president; Marj McKenzie, Catalogue Telephone Supervisor, past-president; and Vic Fotheringham, Staff Relations Manager, secretary-treasurer.



AIRPORT AUTHOR: Canadian writer Arthur Hailey, who now makes his home in California, spent two hours in the Winnipeg Store's book department autographing his latest novel "Airport" on April 6. Mr. Hailey skyrocketed to fame with his television play "Flight into Danger," and later wrote a book called "Hotel" which was made into a motion picture. Carl Buffie, Book Department Manager, reported that Mr. Hailey's latest work sold briskly during his stay in the store.

Eaton's Is 100 Years 'Young' In 1969



TIRELESS TEACHER

A New Concept in Training Methods

New systems, new techniques, new ways of working — change is constant and quick in a modern merchandising organization. It has to be. Merchandising's needs grow more challenging and complex every day.

If Eatonians are going to keep in step with such change, they must be trained in the most efficient way possible. A relatively new method of training called programmed instruction promises to be a great help in achieving this goal.

Programmed instruction enables the student to learn by himself. It replaces most of the instructor's lecture role in the classroom with prepared programs of instruction. It is being used experimentally in schools to teach a wide range of subjects. Several Canadian industries and businesses have incorporated programmed instruction with their training plans.

With programmed instruction — or programmed learning as it is sometimes called — the material to be taught is broken down into small, carefully sequenced steps. With each step the student learns one new factor or reviews a step already learned. Each student participates actively by writing answers to direct questions or supplying words left blank in a statement. As soon as the student writes his answer or supplies the word for the blank, he checks the answer to see if it is correct and then moves to the next fact. He proceeds through the program at his own speed.

Programmed instruction is now being used to train Polo Park staff to handle the National Cash Registers, number 53.

The new suburban store's staff are given a green book with answer sheets and pages of questions. After the trainees have made their first answer, they then check the answer. After seeing it is correct, they

will proceed to the next question.

The advantages of this method of learning are obvious. It is self-paced. The average or fast learner can take as much at one sitting as they absorb. Fast learners need not be bored by waiting for a slower learner for whom the instructor must repeat. If students are slow learners, they need not be upset because another student grasps the material more readily. There is no

competition among students. Each works independently.

Time for completion of the course varies from a day and a half to three days. To date some 400 people have completed the course.

An outstanding advantage is the uniformity of the material taught. Each student gets precisely the same instruction in the same way. There is no chance for a trainee to miss important points.

By actively participating throughout the program, staff remain attentive and absorb knowledge every moment they're studying.

Programmed instruction does not by any means eliminate instructors. It actually frees them to do a better teaching job and to give more individualized attention to those who need it.

Over half the course is devoted to physically handling the cash registers. During these sessions, instructors work closely with trainees as they punch out various transactions. Trainers make sure students have mastered particular selling situations, before they move onto the next stage. Human contact is still an important part of the method.

The programmed instruction course for NCR 53 trainees was designed by June Hogg, Staff Training Supervisor, and Staff Trainer Gerri Burge.

They started to plan the course six months ago. After writing the course, they tested it on a group of human guinea pigs to find out if it taught what it was supposed to, then quizzed them to make sure they had digested the material. They made revisions, follow-up studies and further adjustments.

The possibilities in our business for this kind of training are limitless. Programmed instruction makes possible new and effective training methods for ever-changing merchandising jobs.



Polo Park Trainer Janet Hanson, standing centre, answers a query during a programmed instruction session. Janet is also the new store's nurse.

GREAT DAY

Continued

Everything imaginable for babies is provided in the "Young Happenings" shop. Also featured on this level are toys, juvenile sporting goods, houseware, appliances, home improvement needs, and auto accessories.

Located on this level is the Cake and Candy Centre, the Attractions Ticket Office, "Where-to-Go" travel service, Hearing Aid and Optical, Catalogue sales desk, customers' accounts, and a post office. A lower level medical unit provides a two-bed rest room and the services of a registered nurse.

A focal point of the upper level is the glass-walled Garden Court Restaurant. In a terrace-like setting, the restaurant's windows overlook the tropical shrubbery of the Garden Court.

The restaurant has a seating capacity for 196 people and it shares a modern stainless steel kitchen with an adjoining staff lunch room.

The upper level is oriented to home needs. Fascinating little shops on this level include the Seven Seas Gift Shop, the Colonial Corner, and the Pillow Shop. A sewing centre is located conveniently by the fabrics. Maison Antione, an elegant beauty shop, and the Interior Design studio are also on this level.

Over 500 staff members will man the new store. Store hours are from 9:30 a.m. to 6:00 p.m., Monday through Saturday, with night opening to 9:30 p.m. on Mondays, Thursdays, and Fridays.

Daniel Schwartzman, a distinguished New York store planning consultant, created the interior design and decor especially for Polo Park.

The architects were Green, Blankstein, and Russell Associates of Winnipeg. Bird Construction Company, who built the store, employed the "Critical Path" method of building — a computerized system similar to the one used at Expo '67.

The Montreal world exhibition's theme of tomorrow matches that of Eaton's Polo Park, which is truly a store of the future.

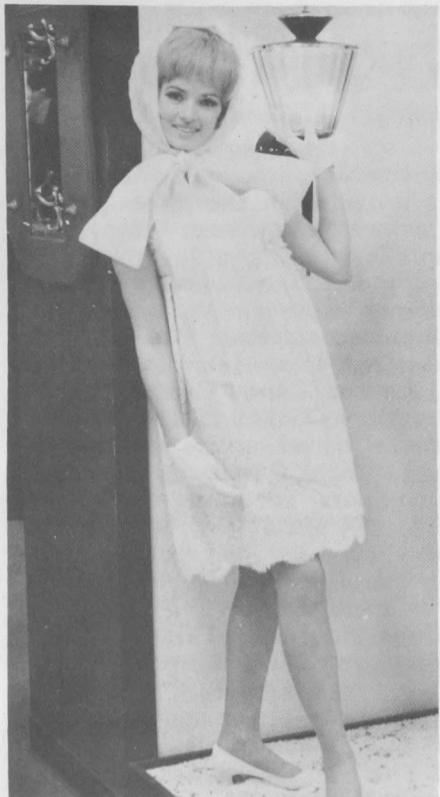
(see preparation for opening story on pages 7-8)

Grande Prairie

Leads Division

Barbara Haiste, Heavy Goods Store, Grande Prairie, Alberta, won the divisional award for last month's In-Store Solicitation program. Mrs. Haiste received the top prize of \$75.

The \$15 runner-up prizes were awarded to the following: Mrs. D. Walsh, Saskatoon; Mrs. Norma Pepin, Regina; Mrs. Gertrude Downey, Brandon; Mrs. Vivian Carter, Creston, British Columbia; Mrs. Margaret Riel, Winnipeg; Morris Glenna, Kenora, Ontario, and J. Kusehack, Port Arthur.



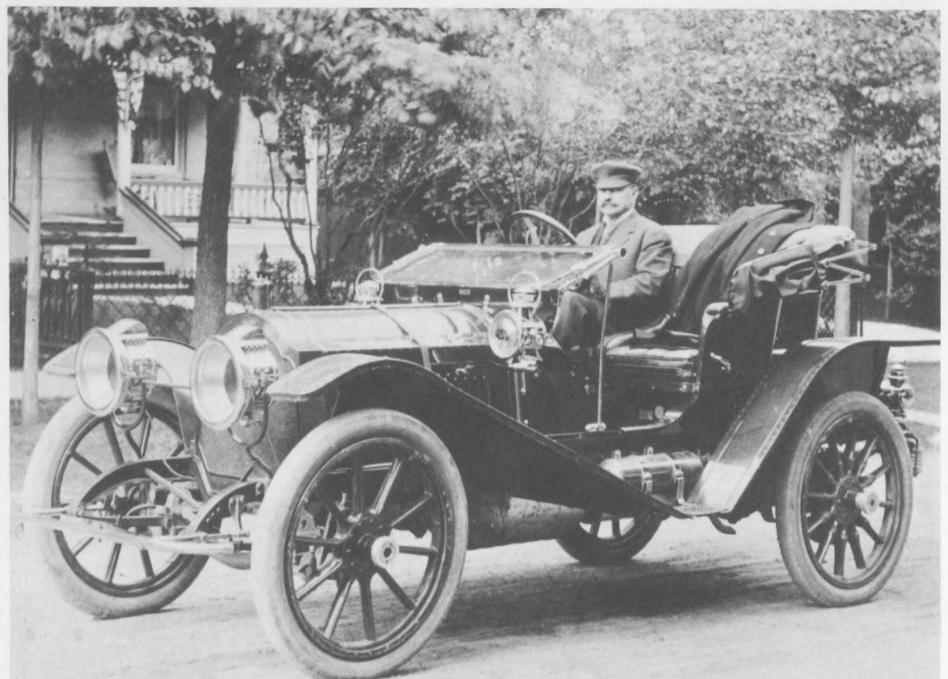
During the show, Madeline Stashko models a fashionable outfit from the Town House.

Galaxy Of Styles Sparkle At Eaton's Eastern Star Show

The Skyview Ballroom at the top of Winnipeg's Marlborough Hotel was packed with over 1,000 Order of the Eastern Star members and their guests who attended an Eaton produced Spring Fashion show March 28.

The show's theme "You Are So Pretty" was captured by the 150 attractive garments that were shown; including the Bonnie & Clyde look, the mini, midi, and maxi, and some Paris originals by Castillo.

Lillian Vadeboncoeur, fashion co-ordinator, produced the musical fashion show. She was assisted by Bernice Chorney, Marilyn Arnold, Jean Stevenson, and Sue Rumberg.



The first Eaton store in Winnipeg caused plenty of excitement when it opened in 1905. The man who helped guide the store in its initial stages was Store Manager Alfred Alleston Gilroy, above. Mr. Gilroy is shown here parked in front of his cottage "Hargrave." Today, 63 years later, the spotlight is focused on the preparations for another store opening — at Polo Park May 2.

C F WEEK MAY 5-11

Funds Needed To Curb Leading Lung Disease

To the one baby in every thousand who is born with Cystic Fibrosis, breathing may become



SERVE AND SOLVE: Rick Soper, Catalogue Customer Accounts, prepares a publicity campaign to promote interest and support for the Cystic Fibrosis Foundation. CF is a crippling children's disease of the lungs and digestive system.

a difficult struggle, according to Rick Soper, publicity and public relations director for the CF Foundation in Manitoba. Rick, Catalogue Customer Accounts Office, is a volunteer worker for the Foundation, which urgently needs money for research.

"Cystic Fibrosis is one of the leading causes of fatal lung disease among children," he said. Not so long ago, many CF children did not survive infancy, he said. "Today, because of impressive strides in diagnosis and treatment, many of those affected by this disease are reaching early adulthood," he added.

Meanwhile, medical science is striving to assure these youngsters live longer. To publicize their plight and raise money for research the Foundation is sponsoring a National CF week May 5-11.



TRADE EXHIBIT: On hand at the Interior Design Institute of Manitoba's trade exhibit were Jack Campbell, Contract Sales, and Bruce Cameron of Dominion Metalware who manufacture hospital furnishings for Eaton's. The exhibit was held at the International Inn April 2-4.



Madeline Stashko, left, Bob Kitching, Men's Furnishings and Sylvelyn Wreglesworth added a nautical flavour to the fashion extravaganza.



WHAT'S NEW: Two imaginative gift areas opened this month in the Winnipeg store. At left is the main floor Discovery Shop manned by Roberta MacDougall, and stocked with merchandise which reflects the tempo of the times — psychedelic posters, jewellery, and greeting cards. The new area on the fifth floor, The Doctor Doolittle Shop, was inspired by the current film.

Your Blood The Gift Of Life



Over 340 Eatonians Donate Blood at recent Red Cross Clinic in Winnipeg

In the course of a day the adult heart pumps about 15 tons of blood through the body.

Since the dawn of history, this vital fluid has been invested with magical properties and has been considered the carrier of life and strength. For thousands of years blood was recommended as a treatment of human ailments. It was not until the discovery of the circulation of the blood in 1616 by William Harvey that the idea of transfusing blood into a patient was conceived.

In the 17th century, blood was first transfused to a human by Jean Densy in France, who used animal blood with disastrous results. As a result, transfusion therapy was condemned and fell into neglect for almost 200 years.

In 1818, James Blundell of England, administered the first transfusion of human blood to a patient. It remained a risk until the discovery of the main groups.

Clotting of a donor's blood remained another major problem until the development of a suitable anticoagulant, sodium citrate, in 1915. Yet, the lack of improved solutions for blood preservations and the sterility equipment used still made a transfusion hazardous. On the rare occasions when patients received a donor's blood, it was given directly from the donor to the patient or stored for only a few hours.

The need of blood during the World War II spurred the founding of blood transfusion services

in many countries throughout the world.

The Canadian Red Cross Blood Transfusion Service began in 1947. Today, the organization provides blood and blood products to every hospital in the nation.

The collection of blood is a massive undertaking. Red Cross vehicles travel more than a million miles throughout Canada every year and collect some 900,000 donations of blood.

Blood donors come from every walk of life. In a brief half-hour they give the gift of life. They make this anonymous gesture without thought of recompense. Their one intention is to help their fellow man.

Twice a year the Red Cross Blood Donors Clinic visits most Eaton stores across the Division, to give staff an opportunity to donate the gift of life.

The very nature of blood and its restricted life under refrigeration demands a constant effort to maintain a sufficient supply of whole blood and blood products.

The number of patients who have benefitted from donors' gifts runs into millions. The number of lives saved cannot be estimated. Thousands of new born babies have been given a chance for normal, healthy lives.

Countless other people have been restored to health.

Make sure you're a blood donor next time a Red Cross Clinic visits your store.



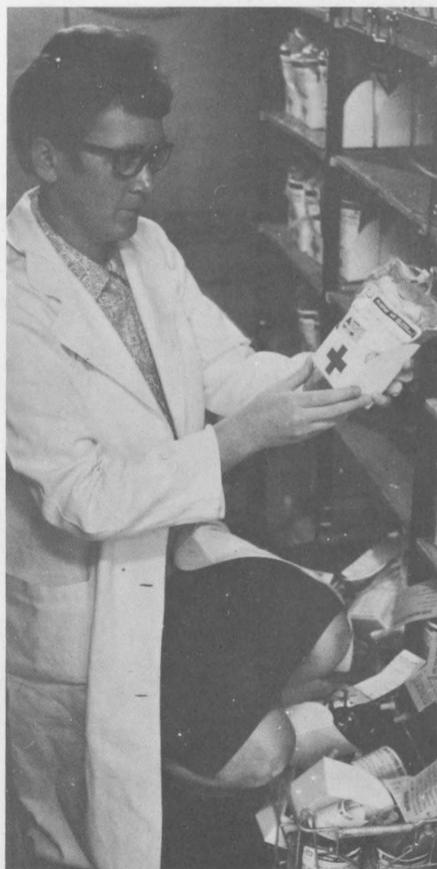
Staff Nurse Johanna Sawatzky assists Betty Waddell, Catalogue Customer Relations, and Gordie Hamilton, Catalogue Operating, donate blood in Winnipeg.



Technician Bev Pieri is testing blood samples. To date, no substitute has been found for the fluid which is the source of life.



This technician in a Winnipeg Red Cross laboratory matches a sample of a donor's blood with its blood type.



To keep the red cells in the blood in good condition, Deidre Peterson stores the life giving liquid in a giant refrigerator at 40 degrees Fahrenheit. In storage red cells remain effective for only three weeks.



Maria Rudy packs blood into cooled containers for shipment to hospitals in Manitoba and Northwestern Ontario.

Preparation For The Great Day In May . . .



Commodity Manager Bruce Cowley, left, Section Supervisor Daryla Inglis and Sid Clayton unpack gleaming crystals for the upper level's china and glass department.



Mae Grauls rolls a seeder to a display of tools in the lower level's Gardening area.



Polo Park expeditor Charles Hall, right and engineer Al Hughes check the position of fixtures on the mall level.



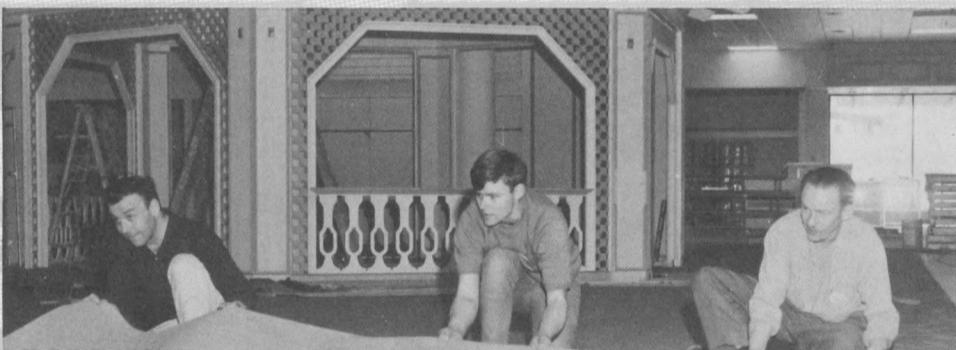
Bert Gray, Paint Shop, deftly sprays paint on letters for signs in the new store.



John Young, Paint Shop, designs the lettering for Polo Park signs.



Lydia Kinnear, left, and Sales Manager Betty Flegg hang garments in the lower level's girls' wear section.



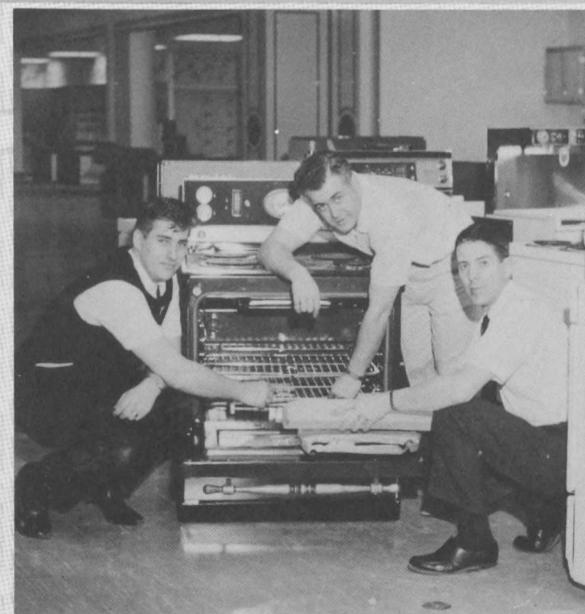
Murray Barry, left, Al Toews, and Ernie Gross tug a carpet into position on the mall level. In the background is a "gazebo" for junior sportswear.



Section Supervisor Budd Sexsmith, of the smart Manor House men's wear section, mall level, hangs pants on a rack.



Ella Westerberg, left, and Thelma Jacques stack merchandise on shelves in the Nursery Furnishings area, lower level.

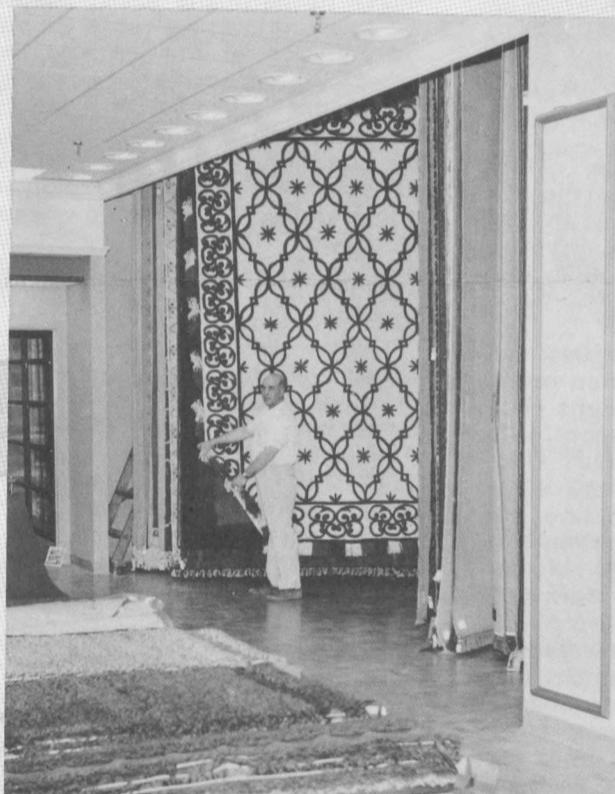


Installing oven fixtures in the lower level White Goods area are Chris Ogonoski, Leo St. Pierre, and Sales Manager Bert Maunders.



Louise Dentry, left, Ruby Olnick, and Mary Yedon wipe glass fixtures spanking clean, in lower level's Housewares section.

Jim Wilson and Fran Hodgson unpack a dazzling array of lamps and shades in the Lamps and Fixtures department, upper level.



A store innovation is the "Escalaire" — a glass-walled escalator that whisks shoppers between all three levels.

Art Baker, section supervisor, upper level floor coverings, displays a lavish collection of carpets hung on special racks.



Lloyd Waddell, Sales Manager, and his assistants Shirley KirkPatrick, centre, and Dorothy Freedman placed hundreds of toys on display cases in the lower level toy department.



Gordon Hammond, left, and Ken Collins of the Manor House, mall level, wrap men's suits in protective polyethylene.



The modern staff cafeteria on the upper level shares kitchen facilities with the Garden Court Restaurant.



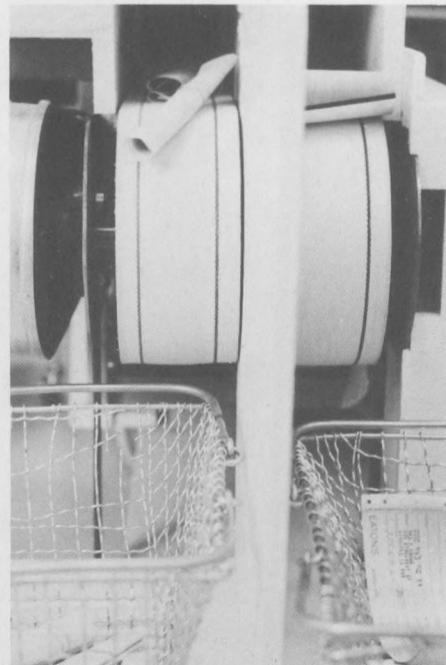
Virginia Brae adjusts her headset before she begins a busy day at the order board.



Stephenie Clarke, left gives trainee Nellie Zelmer the benefit of her extensive knowledge of telephone operating.



Operator Hilda MacKenzie keeps customers informed on special sales and telephone bargains.



Completed orders are carried on a conveyor belt to a pick-up area at the end of each row of telephone positions.

GUESS WHO'S ANSWERING THE PHONE?

a special kind of girl

Women play a vital role in every department of our Company. Their contribution to the smooth functioning of our business is tremendous. In this story we bring you a glimpse of the work done by 135 people who operate one of the largest telephone order boards in Western Canada.

Located in the Winnipeg Catalogue Building, the 148-position order board is at present divided between the Catalogue and Store. Their operation is to be combined August 19.

The new streamlined telephone equipment, which went into service in February, is known as an Automatic Call Distributor. When a customer dials the Catalogue Order Board number SU 3-2110, her call is relayed to the ACD's supervisor's panel, where it is automatically relayed to an operator's cubicle.

"Eaton's Catalogue, Mrs. Smith speaking," says the Eaton's operator as soon as the call reaches her position. Everything the operator needs to take customers' orders is at her finger tips.

Order forms, catalogues, selling aids, and information on delivery schedules and night shopping are within easy reach of her comfortable swivel chair. Operators also advise prospective customers of sales, telephone bargains and service promotions like fur storage. A conveyor belt carries completed order forms to pick-up areas.

If customer calls are flooding the switchboard, and all the lines are busy, the customer hears a recorded announcement: "Eaton's Catalogue, our lines are busy — please wait a moment, a sales person will be with you." An amber light informs the operators that customers are waiting and, as tactfully as possible, they try to keep their conversation brief. As soon as a line is

open the call is directed to an operator. The operator says: "Thank you for waiting," and takes the order.

Nerve centre of the operation is the supervisor's control panel. All incoming calls are registered on the panel by a white light. A green light indicates an operator is waiting to receive a call, while a red light means that she's busy. The supervisor may monitor, for training purposes, all calls to the system.

Initial instruction of new operators is handled by Marj MacKenzie, Supervisor of Catalogue Telephones. She emphasizes the importance of operators being eager to learn and assist people. All applicants are given a 2-hour introduction to the job and another 2-hour period to watch experienced people in action. Once on-the-job, they're coached by qualified operators. "I was a little scared at first," explained one trainee, "I didn't know what to expect." They learn quickly to deal with every type of order and all kinds of selling situations said Miss MacKenzie.

Every month telephone order board operators chalk up an impressive number of new account customers for the Company. "They're great sales people," said Dunny Dewar, Telephone Order Room Supervisor, "and their efforts have helped make the new telephone ordering system function efficiently."

In front of every operator's position is a sign that reads: 'This telephone affords you an opportunity to broaden our reputation for cordial relations. As far as the person at the other end of the line is concerned — you are Eaton's.'

Our operators have played a major role in making this mean more than just a slogan. Their skills and talents are a priceless asset.



Marj MacKenzie, Supervisor of the Catalogue Telephones, seated, points out an operating feature of the Supervisor's Panel to retired Manitoba Telephone System employee Emily Lamorie. Mrs. Lamorie helped the Company in 1948 to train personnel for the first telephone order board positions.

Western Division Appointment

WINNIPEG

Mr. E. C. O'Brien, Merchandise Control Manager.
 Mr. J. A. McKinley, Workrooms Manager.
 Mr. J. C. Bright, National E.D.P. Projects Manager, Company Offices.
 Mr. D. F. Cummings, Systems and E.D.P. Manager.
 Mr. D. B. McKenzie, Staff Development Supervisor.
 Miss M. J. Perry, Wage Administration Supervisor.
 Mrs. G. J. Hogg, Sales Training Supervisor.
 Mr. J. Caine, Display and Promotions Supervisor.
 Mr. C. C. McTaggart, Ticket Writing Supervisor.
 Mr. A. Rempel, Computer Operations Supervisor.
POLO PARK
 Mr. T. M. Beggs, Security Supervisor.
 Mrs. R. Collins, Personnel Supervisor.
 Mrs. M. Henry, Restaurant Supervisor.
 Mr. R. Robinson, Polo Park Merchandising Supervisor.
REGINA
 Mr. R. S. McNaughton, Contract Sales Manager.
 Mr. J. J. Rittinger, Sales Manager.
SASKATOON
 Mr. L. M. Swallow, Contract Sales Manager, Saskatoon.
PORT ARTHUR
 Mr. R. R. Master, Sales Manager, 253.
FORT ST. JOHN, B.C.
 Mr. G. W. Armstrong, Heavy Goods Store Manager.



DOUBLE DEBUT: Cheryl Lee, wife of Ken Lee, Advertising, starred in her first role in the first play performed at Winnipeg's ultra-modern Arts Centre April 20-21. The drama, entitled "The Tenth Man," was written by Paddy Chayesky, the author of "Marty."



John Mitchell

Driver Praised For Excellent Service

John Mitchell, Saskatoon Driver, received the nod from the judges for the April DRIVER-OF-THE MONTH Divisional award. This award is presented monthly to drivers for outstanding customer service.

The award winner's efforts first came to the attention of store personnel after the Company received many letters of praise from customers. They complimented him on his cheerful manner, his courteous service, and his concern for customers.

John Mitchell, whose nickname is "Patty", was presented with his award by E. B. Elliott, Materials Handling Supervisor, and K. C. Weiss, Group Sales Manager.

Careers Outlined

Dave McKenzie, staff development supervisor, spoke to some 50 students about careers at Eaton's at the Miller Collegiate, Altona, April 5. Mr. McKenzie used a slide projector to illustrate his talk. Among the coloured slides he showed the students were pictures of the interior and exterior of the new Polo Park store.

Leisure Days Ahead

Best wishes to the following Eatonians on their retirement.

WINNIPEG
 Mr. T. Anderson, Service Building Stock Keeping, 41 years of service.
 Mr. C. H. Walker, Accounting Administration, 39 years of service.
 Mr. T. E. King, Merchandise Control Buyer, 36 years of service.
 Mr. M. Monty, Painters, 33 years of service.
 Miss P. E. Smith, Customer Relations, 28 years of service.
 Mrs. B. Baillie, Employee's Cafeteria, 12 years of service.

Correction

We goofed. In the March Contacts, Mr. Theodore Bass, a retired Eatonian, was listed as being a member of the Fur Storage Repair Department in Winnipeg. Mr. Bass was a Tailor and Fitter, Tailoring Workroom.

Eatonians Make Good Neighbours... Wally Toews

Service to the community is a family affair with Wally Toews, Saskatoon Warehouse Foreman. Wally is a sergeant in the St. John Ambulance Corps, and his wife Charlotte and 19-year old daughter Marilyn serve in the Nursing Corps.

Wally has mastered his Instructor's Certificate in first aid. He devotes a good deal of his spare time instructing and attending public functions where he gives first aid to those in need. On occasion, Wally has been on public duty six evenings a week.

In Saskatoon some 400 people

a year are trained in first aid by St. John Ambulance Corps volunteers. The organization, the oldest of its kind in the world, instructs trainees to deal with a variety of injuries, which range from artificial respiration to looking after victims of a nuclear explosion.

Wally belongs to the Corps because he feels it's his way of contributing something to the community and its people.

"No one really knows when an emergency may occur," he said, "and I like to feel that I'll be able to help when it does."



Wally Toews, Saskatoon Warehouse Foreman, centre, explains to trainees how a wounded arm should be wrapped in a sling.



Mouth-to-mouth resuscitation saves lives. Wally outlines this modern method of artificial respiration to two young first aiders.

Curling Highlights

MORRISON

RINK RATES

Skip Agnes Morrison and her rink May Brown, Aileen Sloan, and Wendy Schale won the Eatonia Trophy at the Eaton Ladies' Curling Club wind-up April 3.

Agnes Morrison and her sharpshooters also captured the Glen-eaton Trophy when they downed the Helen Quigg rink.

The Bonnie Brae, Wednesday night curling award, went to Flo Goldie and her foursome, Jean Fairhall, Irene Weisz, and Gloria Ursel. Skip Ev. Gordon and her rink were in second place.

The 1968/69 club executive are: Pat Boyce, president; Win Crowston, past-president; Elsie Medway, vice-president; Hilda Rosser, secretary; Joyce Lawton, treasurer; Aileen Sloan, ice-convenor and Irene Weisz, social.



CLUB CHAMPS: The Al Hughes rink won the Service Building Mixed League at the Highlander Curling Club, Winnipeg, April 5. The champs are from left to right, Gerry Whalley, Al Hughes, Bob McDowell and Annette Levesque.



RUNNER-UP RINK: Clark Lewis and his foursome came second in the Mixed Service Building League. From left to right are, John Baddeley, Edna Cockburn (a stand-in for Ruby Fraser), Gerry de Pape, club president, Joan Smith, and Clark Lewis.



CONTEST WINNERS: Winnipeg Store Manager J. Evan Church presented \$100 gift certificates and bouquets of flowers to the two winners of Eaton's teen model contest April 6. The two grand-prize winners, Marlene Lagimodiere, left, Junior high division, and Leslie McCaine, Senior high division were chosen from 300 junior and senior high school students.



The teen modelling contest judges were: Ken Lee, Eaton's Fashion Photographer, left, Joan Druxman, Winnipeg Tribune, and Sheila Knowles, CJAY.

General Office Curling

The Bill Bubb rink walked off with the Winnipeg General Office



ASSISTS FUND: Bob Miller, Basement Ladies' Dresses, was loaned by the Company to the United Way of Greater Winnipeg to help the organization's fund raising drive. Last month Bob and other loaned personnel were feted at a luncheon meeting hosted by the Monarch Life Assurance Company.

Mixed Curling League's top prize March 30. Bill was backed by sharpshooters Sybil Hannesson, Chris Erlandson and Bernice Blackburn, who downed skip Bruce Anderson and his foursome Mary Hume, Eleanor Gunn and Pat Giles.

Min Williams Wins

Skip Min Williams, Dauphin Catalogue Sales Supervisor, swept to the top of the house with an 8-ender to win the Ladies' Dauphin Bonspiel. Assisting Min were teammates Muriel Lennartz, third, Wilma Evans, second and lead Lorna McCorvie.



RECENT APPOINTMENT: The Canadian Jewellers' Association elected Commodity Manager Alex Cranston as a director of the organization during their annual meeting at the Royal York Hotel, Toronto, April 3. Mr. Cranston was also appointed governor of the Canadian Jewellers' Institute, whose responsibilities include the training program for apprentices.

Whitney Elected

Ken Whitney, Winnipeg Boys' Clothing, has been elected president of the Eaton Men's golf club. Assisting Mr. Whitney are: Jeff Ross, past-president; Wally Hancock, vice-president and Tom Weston, secretary-treasurer.

The 1968 field days are slated for May 29, championship A class, at Pine Ridge golf course; June 5, D and E class, at Rossmere; June 11, C class, Rossmere and B class, also at Rossmere on June 26.



SERVICE AWARD: Jean Steedman, Women's Hosiery, recently received Saskatoon's Customer Service Award for outstanding service to people shopping at Eaton's.



MODISH MARCH: Eaton's Junior Counsellor Libby Rosner, University of Winnipeg, steps fashionably into spring, during a show entirely produced by the JC's for the Hi-Set Club in the Winnipeg Store, March 15. Teen Counsellor Sue Rumberg directed the show, while Gaye Peterson, Senior Counsellor, acted as co-ordinator and commentator.



TELEPHONE COURTESY: Take a tip from Rupert the puppet who appeared during the Winnipeg Salute to Youth promotion it pays to answer the phone promptly and speak directly into the mouthpiece.

Stinson Clinches Top Prizes



Staff Relations Manager Vic Fotheringham handed over the Gilroy trophy to skip Angus MacDonald. Missing are Gay Bell, Bob Scurfield, and A. Graham.



Divisional Operating Manager G. R. Purchase awarded the McGee trophy to skip Harold Jones and Jim Graham. Missing are J. Hallett and Bill Schwartzkopf.

Skip Randy Stinson of Winnipeg led three rinks to victory in Eatonia curling events. At the league's wind-up April 13, Stinson and his teammates Keith Perry, Jim McKinley, and Hugh Caldwell received the top prize Eatonia trophy and the Tuesday night league's laurels — the Braemore trophy. The champ also guided a rink to the summit in the Thursday night group, by capturing the Tucker Trophy. Stinson was backed by Keith Perry, Bert Farrant, and Bob MacBain.



Divisional Personnel Manager W. H. Evans, centre, awarded the Eatonia trophy to club champ Randy Stinson, skip, right, who also won the Braemore trophy held by teammate Jim McKinley. Not in the picture are Keith Perry and Hugh Caldwell.

Dragster Draws Crowds

One of the big attractions during the Winnipeg store's "Salute to Youth" week April 15-20 was a AA fuel dragster with a 1400 H.P. engine.

The streamlined vehicle is driven by Denny Darragh, a Winnipegger, who races at speeds of over 200 miles an hour at international meets across North America.

The car is powered by a 392 cubic inch Chrysler motor, and the body is made of hand-formed aluminum.

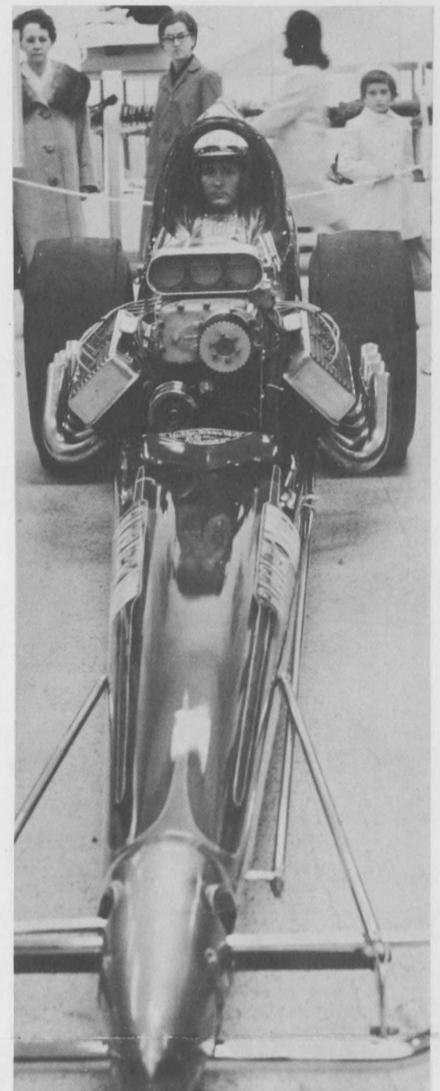
Other highlights of the promotion were the Junior Council table setting contest, a puppet show, and the finals of Eatonia's teenage sewing contest.



Angela Sandy, left, and Jean Smereka admire a flower-powered Volkswagen on display in the Winnipeg Store. The beautiful bug was a draw prize.



Rupert and his puppets attracted the attention of young and old during Salute to Youth week.



Denny Darragh sits in the driver's seat of his dragster car which was on display on the main floor of the Winnipeg Store.

The Tucker trophy was presented by R. P. Winton, Group Sales Manager, to skip Randy Stinson and Bert Farrant. Missing are Keith Perry and Bob MacBain.



Bruce Hudson of the Manitoba Curling Association presented the Viking trophy to the Wednesday night league winners — Stan Mathias, Claude Collister, and Al Inglis. Missing is skip G. Garden.



Winnipeg Store Manager J. Evan Church awarded the Solar trophy to skip Dave McKenzie and his foursome Janice Perry, Del Vopni, and Brenda Vopni.



Divisional Catalogue Sales Manager F. G. Muirhead, left, awarded the Muirhead trophy to Bob Robertson, skip Don Gibson, and Ed Greenlay. Missing is Dunny Dewar.

SERVICE ANNIVERSARIES

40 Years



Mr. J. McRae, Winnipeg Shipping Assembly, May 7.



Miss H. James, Winnipeg Display, May 21.



Mr. A. Cranston, Commodity Manager, Divisional Merchandise Office, May 21.

Quarter Century



Mrs. Mary Henry, Winnipeg Valley Room, May 10.



Mr. G. H. Thibault, Winnipeg Wage Administration, May 26.



Mrs. Clark, Winnipeg Budget Coats, May 12.



Mrs. Dorothy Scott, Winnipeg Coffee Bar, May 27.

During May five men and women will celebrate 40 years and six will celebrate 25 years of continuous service with the Company.

In addition to those in the photographs are: Mr. J. Jagger,

Hardware, May 7, and Miss M. K. Manson, Customer Services, May 31 — 40 years.

Mr. J. C. Bellehumeur, Order Filling, May 25 and Mrs. Dorothy Scott, Third Floor Coffee Bar, May 27 — 25 years.



SIGN UP: Eaton's Warehouse Bargain Centre have installed a brand new blue-lettered sign outside their show room. The sign is designed to attract attention to the Centre's location, at the east side of the Service Building in Winnipeg.



CONVENTION PLANNERS: Guy Cryer, Sales Manager Ladies' Hosiery, seated centre, is chairman of the Winnipeg Junior Chamber of Commerce's annual convention at the Viscount Gort Motor Hotel May 17-20. On Mr. Cryer's team are, from left to right, Ian Leithead, Divisional Merchandising, public relations chairman; Bob Dunster, Industrial Engineering, registration chairman and Jim Pappas, Display Department, social chairman.



HOME COMFORT EXHIBIT: Eaton plumbing and heating suppliers unveiled their new lines during a 2-day trade exhibition and training seminar attended by 140 Eatonians at the International Inn in Winnipeg April 8. At left, Al Camacho of Chicago demonstrates his firm's latest dish washer to Betty Verplaetse, Commodity Buyer Tom Milroy, who organized the event, and Cathy Klassen. Ken Medland and Bill Castles of Tridon Limited, a plastic pipe manufacturer, in the picture on the right, outline to Bob Bilakz and Paul Reimer of Catalogue Sales, the selling features of their firm's new product.

Plans For Gopher-Broke Photo Rally In High Gear

The third annual Winnipeg staff's gopher-broke rally is slated for May 26. This year's event will have an exciting additional feature. It will be a photo rally. Basically, it's a point-to-point, find your own route rally, by a series of 10 unidentified city photographs of landmarks.

Contestants start from the Service Building parking lot. They'll be given a guide to follow, which outlines how to win this challenging event, a folder containing the 10 photos, and a map of Metro Winnipeg.

The first step to test contestants' ingenuity is the plotting of each recognized landmark on the map.

The driver navigator team must determine the shortest route to take in order to visit landmarks

which will act as checkpoints. If photos cannot be identified, teams will be supplied with the answer and penalized.

Alternatively, they may take the option searching for the landmark en route. At each checkpoint they'll have the photographs stamped.

"The accent of this year's event is on imagination and fun," says Rally Master Ken Von Platen, Catalogue Order Preparation Manager. It's designed to test your ingenuity he adds. "You don't have to be an expert driver to enter and the only costs involved is enough gasoline to complete the course," says Mr. Von Platen.

To enter fill out the form below and mail it to: Gopher-Broke Photo Rally, Staff Relations Office, 8th Floor, Winnipeg Store.

APPLICATION FORM

3rd Annual Gopher-Broke Photo Rally

Driver* Dept. No.

Navigator* Dept. No.

DATE: SUNDAY, MAY 21

TIME: 1:00 P.M.

START: SERVICE BUILDING

*ONE MEMBER OF EACH CREW MUST BE AN EATONIAN

RETURN TO: Gopher-Broke Photo Rally,
Staff Relations Office,
8th Floor,
Winnipeg Store